



LORA MADERA

PRODUCT DESIGNER

loramadera.com

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EDUCATION

M.A. Interaction & UX/UI Design

Academy of Art University

B.S. Economics

University of California, San Diego

SKILLS

PRODUCT DESIGN & UX/UI

Product Management, Product Strategy, Market Research, Customer Research, Iterative Design, Interaction Design, Motion Design, Prototyping, Usability Testing, User Flows, User Experience (UX), User Interface (UI), Wireframing, User Research

TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Unity, Adobe XD, React.js, HTML, CSS, JavaScript, Flutter, MySQL

CERTIFICATIONS

Complete C# Unity Game Developer 3D Online Course

OTHER

Jira, Slack, Microsoft Suite (Outlook, Excel, Word, Powerpoint, Google Suite (Sheets, Drive, Docs, Calendar, Slides, Meet), Copywriting, Copy Editing, Graphic Design, Creative Writing

EXPERIENCE

HEAD OF PRODUCT DESIGN

TealTowns San Francisco Bay Area

June 2024 - Present

Created and launched the first 100-neighborhood product initiative to empower early adopters to engage with the brand and first product version. Oversaw a team of designers during the full spectrum of the product design process, including user research, usability testing, feature definition, and UI Iterations with Material Design. Collaborated with marketing, customer development, business analytics, and engineering to create the TealTowns brand and visual identity and align user needs with business goals.

LEAD PRODUCT DESIGNER

Jaxel San Francisco Bay Area

August 2023 - July 2024

Lead product designer for UONE, a subsidiary web application of Jaxel with AI-powered professional toolkits and resources, launching in Spring 2024. Redesigned & rebuilt user flows for 50+ pages, while collaborating with stakeholders on product strategy, development, ecosystem design, brand identity, and the role of AI in the user experience. Created a brand new design system leveraging the Mantine UI component library. Responsible for application's full user experience, motion & visual design, and interface design. Created all-stage fidelity wireframes, user flows, and interactive prototypes in Figma. Created new logo and color/typography and rebuilt entire branding & visual identity.

PRODUCT DESIGNER

Supernature Labs San Francisco Bay Area

March 2023 - June 2023

Product designer for a virtual reality city planning tool. Conducted product discovery and user research. Developed conceptual diagrams and product demos for 10+ in-game screens and game UI. Worked on C# development in Unity, used Blender to create 3D models.

PRODUCT DESIGNER, FRONTEND DEVELOPER

Just Enjoy Meditation San Francisco Bay Area

January 2023 - May 2023

Product designer for an event management application for 2000+ global users. Worked closely with stakeholders/development team to create and execute design strategies for 20+ mobile screens, leading visual design and all-stage fidelity wireframes/prototypes in Figma. Researched company's member user base to build deep understanding and empathy, soliciting feedback and insights to guide consumer-centric product directions.

UI DESIGNER

KLLK San Francisco Bay Area

January 2023 - February 2023

Redesigned information architecture, intuitive navigation, color theory/visual composition, and typography for 15+ screens. Refined screen rhythm, typography, negative space, element grouping, and anchoring of key information. Established branding directions and design guidelines.

UX/UI DESIGNER

BookVerse San Francisco Bay Area

August 2022 - January 2023

Mentorship project. Distilled complex workflows across competing platforms into one consolidated book discovery and social media hybrid application. Developed and executed UX design strategy across 10+ screens and designed clear, efficient, and elegant UI solutions. Iterated and evolved design strategy through competitive research, journey maps, wireframing, and iterative testing.

GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER

Academy of Art University San Francisco Bay Area

September 2020 - December 2022

Used Illustrator and Photoshop to create social media & e-mail marketing graphics for Advertising & UX/UI departments while obtaining M.A. in Interaction & UX/UI Design. Responsible for adhering to branding shifts in department social media materials. Worked with clients outside of department seeking various design services and consultations.